

PUBLIC AFFAIRS MANAGER

DISTINGUISHING FEATURES

The fundamental reason the Public Affairs Manager exists is to manage citizen and employee communications activities in the Communications & Public Affairs Department. This includes all publications, promotions and special events relating to these two areas. This classification is supervisory. Work is performed under independent supervision by the Communications and Public Affairs Director.

ESSENTIAL FUNCTIONS

Supervises staff and volunteers, listening to each individual and valuing their input. Schedules delegation of work responsibilities, making sure that quality is built in from the start. Complete performance reviews. Encourages open door/open communication.

Assists with the development of Annual Work Plan. Works with CAPA officer to establish work program standards that are in line with an organization which focuses on quality. Serves as a catalyst for creating change. Continually looking for ways to improve communications within the organization and to all Scottsdale citizens.

Designs, plans and implements strategies and communication plans. Acts as facilitator and coordinator of project teams or task forces. Should possess the confidence necessary to be an effective team leader, giving credit when credit is due, while taking ownership in accomplishments.

Serves as CAPA's liaison with the Mayor and City Council Office. Responsible for writing speeches, correspondence, editorials, and other communication as directed.

Serves as editor of all CAPA publications, encouraging those responsible to stretch beyond traditional boundaries and continually improve. Ensures accuracy of all information about the City. Makes sure all information is presented in a readable, professional and timely manner.

Must be knowledgeable of City projects, priorities and issues and be able to develop and implement effective public information and promotional materials and campaigns to address these priorities.

Oversees City's printing approval process and coordinates all graphic design support activities.

MINIMUM QUALIFICATIONS

Knowledge, Skills, and Abilities

Knowledge of:

Macintosh and Microsoft Office Products.

Advertising and publicity techniques and practices.

English language usage and the terminology used by various news media.

The principles and practices of employee supervision, evaluation, and training.

Marketing, organizational communications, community relations, publicity and media relations.

Illustration, design, typography paste-up, and lay-out principles and techniques.

Ability to:

Communicate both verbally and in writing with citizens, fellow employees, and professionals in a related field, as well as Mayor, City Council and the media.

Comprehend and make inferences from written materials and collect and analyze data in order to make recommendations.

Understand and communicate on all City issues -- including those of a sensitive nature.
Operate a variety of standard office equipment including a computer, a variety of computer software, copy and facsimile machines, telephone, and calculator that require continuous and repetitive arm or hand and eye movement.
Produce written documents with clearly organized thoughts using proper sentence construction, punctuation and grammar.
Establish and maintain effective working relationships with co-workers, supervisors, and the general public.
Maintain regular consistent attendance and punctuality.

Education & Experience

Any combination of education and experience equivalent to a Bachelor's degree in Communication, Journalism or a closely related field and three to five years experience in public affairs/ relations, including work experience coordinating public events.

FLSA Status: Exempt

HR Ordinance Status: Unclassified